



**HUY HOANG**  
GLOBAL FOOD

# **BREAKING NEWS**

**VIETNAMESE SEAFOOD**

SOURCE  
**VASEP**

PRESENTED BY  
**HGF'S TEAM**

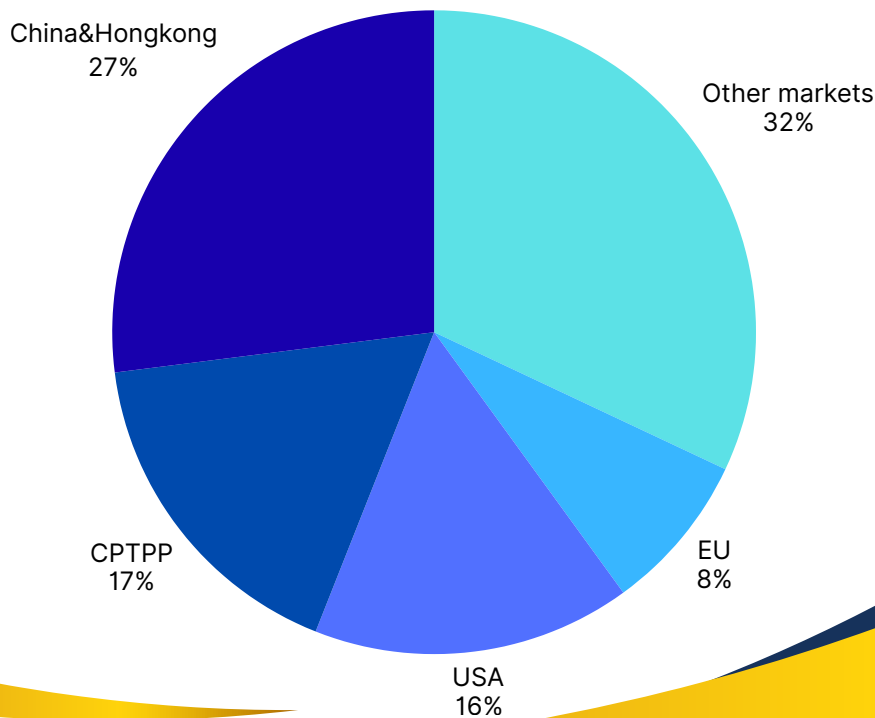
**2025**

# PANGASIOUS NEWS

## OVERVIEW

In the first 10 months of 2025, Vietnam's pangasius export markets recorded positive growth signals across several key destinations. China and Hong Kong continued to be the largest markets, with export value reaching USD 482.938 million, up 0.8% year-on-year. The CPTPP bloc stood out with the strongest growth, reaching USD 305.209 million, an increase of 36%. Within the bloc, the United States remained the leading market with an export value of USD 286.499 million. The EU market posted slight growth, recording USD 148.929 million, up 3.4% year-on-year.

## VIETNAM PANGASIOUS IMPORT MARKET STRUCTURE, JANUARY - OCTOBER 2025





# PANGASIOUS NEWS

## CHINESE MARKET

In the first 10 months of 2025, Vietnam's pangasius exports to China (including China and Hong Kong) reached USD 483 million, up 1% compared to the same period in 2024. In October alone, exports saw a significant jump to USD 73 million, an increase of 19%, marking the highest monthly export value since the beginning of the year. This market currently accounts for nearly 27% of Vietnam's total pangasius exports, maintaining its position as the largest consumption market.

After a slowdown in Q3/2025, demand for pangasius imports from China has rebounded, supported by recovery in the domestic market and increased distribution through retail and wholesale channels. However, the outlook for sustained growth depends on domestic consumption levels in China and competition from other seafood products.

Competitive pressure is rising as Chinese tilapia consumption grows. Although the US recently reduced import tariffs on Chinese tilapia from 55% to 45%, the overall tariff level remains high, limiting exports to the US and redirecting supply to the domestic market. This shift creates additional pressure on Vietnamese pangasius in Q4/2025.

Despite these challenges, Vietnamese pangasius remains competitive due to its affordable pricing, suitable for the mass-consumption segment, and geographical advantages, which reduce logistics costs compared to other markets.

The outlook for the final two months of 2025 remains positive, with expectations of continued export growth driven by higher demand during the festival season in China.







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# PANGASIOUS NEWS

## THE EU MARKET

*In the first 10 months of 2025, Vietnam's pangasius exports to the EU reached USD 148.929 million, up 3.4% compared to the same period in 2024. Although the growth rate is modest, the EU remains a stable and sustainable consumption market for Vietnamese pangasius.*

With ongoing shortages of white fish in the EU, Vietnamese pangasius holds several competitive advantages, including affordable pricing, stable supply, and flexible processing, which meet the substitution needs of European importers.

Moreover, consumption trends in the EU are shifting towards convenient and value-added products, offering opportunities for Vietnamese exporters to expand product lines such as breaded pangasius, ready-to-cook items, and premium-cut products.

Markets such as Spain, Belgium, and France are considered highly promising due to strong demand for reasonably priced, easy-to-prepare products. Additionally, increasingly meeting sustainability standards like ASC enhances the reputation of Vietnamese pangasius and improves acceptance in the EU. This solidifies its role as a viable alternative amid growing shortages of white fish.





# PANGASIOUS NEWS

## RAW MATERIAL SITUATION

### ***Vinh Hoa (An Giang) advances a three-level pangasius breeding program***

In An Giang Province, Vinh Hoa commune has emerged as a key hub for pangasius production through the implementation of a three-level pangasius breeding program. This initiative aims to improve fry quality and develop sustainable farming areas. Over 200 hectares have been allocated for breeding production and supply to the export processing chain, attracting significant investment from major industry players.

At the High-Tech Agricultural Zone, Viet Uc Group and Vinh Hoan JSC are applying genetic selection technologies and closed-system breeding processes to raise fry quality standards. After nearly ten years of research, Viet Uc has successfully developed the G3 pangasius generation, which exhibits superior growth rates and high survival rates, and is expected to be released to the market soon. Having a reliable source of high-quality fry reduces dependence on other regions and helps stabilize raw material supply for the pangasius industry in the near term.

The three-level pangasius breeding program provides a foundation for large-scale fry production, creates stable employment for local communities, and increases the value of the pangasius sector in An Giang. This strategic approach ensures a high-quality, sustainable raw material supply, supporting the industry's growth in the coming period.



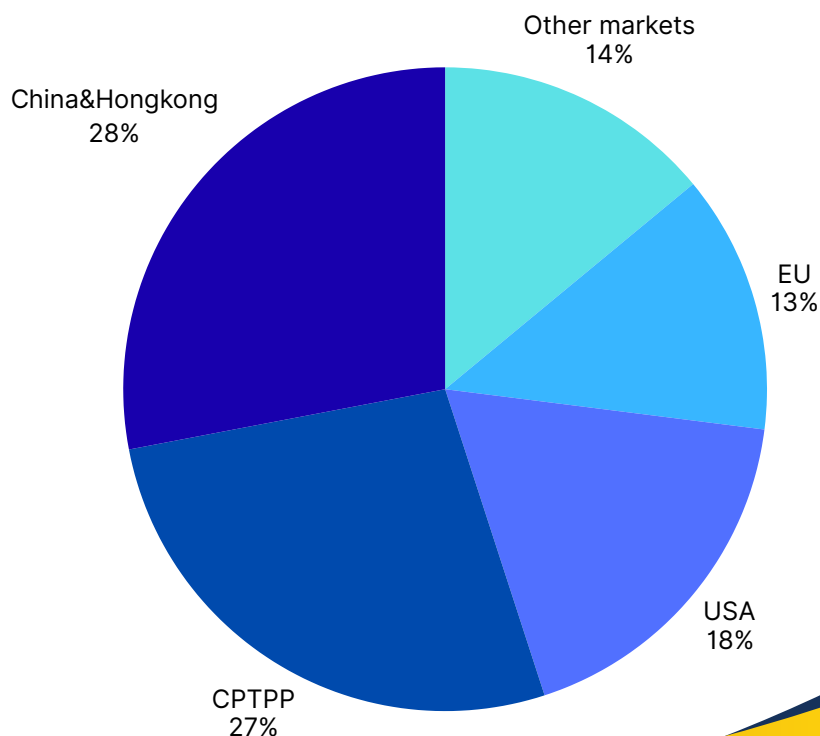
# SHRIMP NEWS

## OVERVIEW

***Shrimp exports in October 2025 reached the highest level since the beginning of the year***

Vietnam's shrimp exports in October 2025 reached 498 million USD, up 26% over the same period last year. This is one of the months with the highest turnover since the beginning of the year, reflecting good demand in major markets and businesses speeding up delivery. From the beginning of the year to the end of October, the turnover reached 3.9 billion USD, up 22% over the same period in 2024.

### VIETNAM SHRIMP IMPORT MARKET STRUCTURE, JANUARY - OCTOBER 2025





# SHRIMP NEWS

In the first 10 months of 2025, Vietnam's shrimp exports to most major markets increased.

## ● CHINESE MARKET

China & Hong Kong was the brightest spot, reaching \$1.1 billion, up 64% year-on-year — the strongest increase among the markets. In October alone, this market recorded a turnover of \$140 million, continuing to hold the leading position both monthly and cumulatively.

Notably, Taiwan grew very strongly in October with 12 million USD, up nearly 80% compared to October 2024, showing the potential for expansion in markets in the Asia-Pacific region.

## ● THE CPTPP MARKET

The CPTPP bloc reached over 1 billion USD in 10 months, up 33% over the same period. October alone reached 121 million USD. This is the region that brings stability to shrimp businesses thanks to sustainable demand in Japan, Canada and Australia.

## ● THE US MARKET

The US reached 702 million USD in 10 months, up 9% compared to the same period last year. October recorded 114 million USD, showing that demand in this market remains at a good level despite competitive pressure from Ecuador and India.

# SHRIMP NEWS

## EU MARKET

According to the latest figures, imports of raw frozen shrimp (*Penaeus*) and value-added shrimp into the EU from Asia, Latin America and Africa reached 41,771 tonnes in September, up 9% year-on-year. While still growing, this has slowed down from the double-digit growth seen from March to July and the strong recovery in August. The 9-month total reached 332,097 tonnes, up 18% year-on-year, indicating that EU demand remains significantly higher than last year. In value terms, September imports reached €256 million (+9% YoY), bringing the 9-month total to €2.1 billion (+22%), reflecting higher EUR/kg prices in 2024.

The EU reached 487 million USD, up 20% over the same period. In October, this market recorded 53 million USD, continuing the stable demand for processed, certified and value-added products.





# SHRIMP NEWS

## RAW MATERIAL SITUATION

### *Flood Damage in Phu Yen: Risk of Impact on Supply*

In late November, key farming areas in Phu Yen, especially Xuan Dai Bay, suffered heavy losses due to heavy rain and floods. Freshwater poured into the bay, causing massive lobster deaths; many households lost almost all of their cages and had to sell them at a discount of more than half due to lack of ice for preservation. With more than 27,000 cages, this area is one of the most important lobster supplying areas in the country.

In the short term, exporters may not be significantly impacted as supplies for year-end contracts have been prepared in advance. However, in the medium term, damage to lobsters about to be harvested could significantly reduce supplies in early 2026, causing price volatility and affecting the ability to maintain current export growth rates.



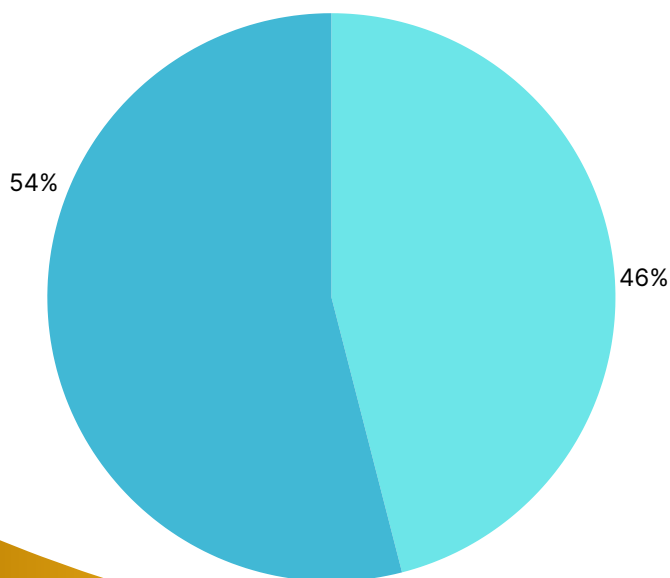
# TUNA NEWS

## OVERVIEW

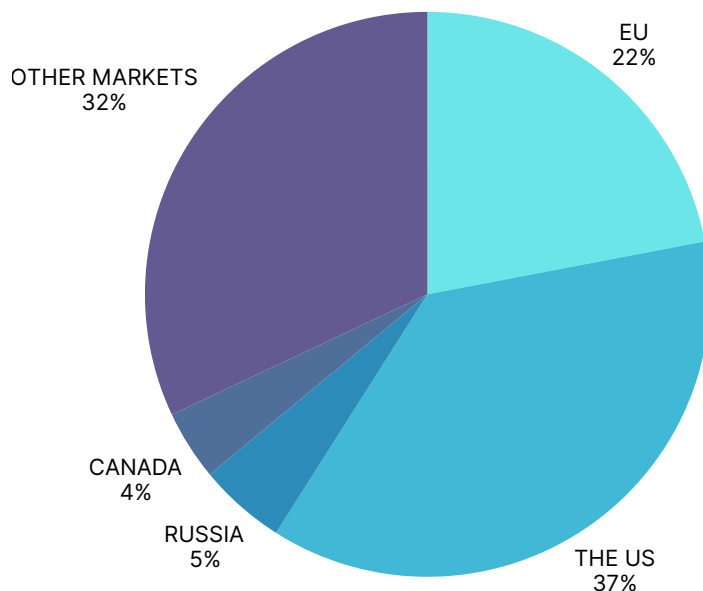
In the first 10 months of 2025, Vietnam's tuna exports reached 791 million USD, down 4% compared to the same period in 2024. Despite a slight decline, Vietnam's tuna still maintains its presence in more than 100 markets, continuing to be one of the industry's important seafood product groups.

### STRUCTURE OF EXPORTED TUNA PRODUCTS

- processed and canned tuna (HS code 16)
- fresh, frozen and dried tuna (HS code 03)



### IMPORT MARKET STRUCTURE





# TUNA NEWS

## UAE MARKET

According to statistics from Vietnam Customs, the value of Vietnam's tuna exports to the UAE in 2025 fluctuated erratically. However, the export value has increased significantly in recent years. In the first 10 months of the year, the export value to this market increased from 3 million USD in 2023 to 4.3 million USD in 2025, an increase of 45%. This trend is driven by the increased demand for frozen tuna meat/loin at high-end restaurant chains, hotels and multinational residential communities in the UAE and the tariff and logistics advantages under the Comprehensive Economic Partnership Agreement between Vietnam and the UAE (VN - UAE CEPA) reduce barriers.

## Challenges and Risks

The UAE market requires Halal certification for processed seafood products and is strict on safety standards (HACCP, heavy metal testing). The lack of a suitable certification system will be a major barrier for small businesses.

In addition, fluctuations in transportation costs, port congestion, and maritime security risks (Red Sea, Suez Canal, etc.) can disrupt timely deliveries, reducing the credibility of UAE importers.

Currently, Thailand, Ecuador, Indonesia, and EU suppliers are all major suppliers to the UAE market, competing in different segments — some have price advantages, others have strong sustainability certifications. Vietnam needs to differentiate itself through quality, certification, and after-sales service.





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# SURIMI NEWS

*In the first 10 months of 2025, Vietnam's Surimi exports recorded an unexpected growth, reaching 292 million USD, up 24% over the same period in 2024. This growth was driven by recovering demand in many major markets such as Korea, Thailand, China and especially the EU - a region that is strongly expanding consumption of convenient processed products. This result not only affirms Vietnam's increasingly solid position in the global surimi industry but also opens up new opportunities for businesses in the late 2025 and 2026.*

## ● SOUTH KOREA & THAILAND MARKET

Traditional markets such as Korea and Thailand continue to account for a large proportion of Vietnam's fish cake and surimi exports, reaching 71 million USD and 67 million USD respectively in the first 10 months of 2025. This reflects the dominant role of Asian markets in Vietnam's total fish cake and surimi exports.

## ● THE EU MARKET

Exports to the EU are expected to increase sharply in 2025, by 73% compared to the same period in 2024, with demand mainly focused on convenient, compactly packaged processed products.

## ● CHINA MARKET

China – a huge market – continues to be a potential destination for Vietnamese surimi, with strong growth in value reaching 44%.

***In addition, Vietnam is expanding to new markets such as Spain, Taiwan, Colombia... demonstrating efforts to diversify markets and reduce dependence on a few key regions.***





# GOOD ITEMS FOR SALES



## FROZEN PANGASIOUS FILLET UNTRIMMED

- Scientific name: Pangasius Hypophthalmus
- Skinless, Boneless, Belly on, Fat on, Red meat on, STPP as EU's Standard
- 95% Net Weight, 5% Glazing
- Size (gr/pc): 120-170; 170-220; 220 up
- Packing: IQF, Bulk bag 10kg/ carton



## FROZEN RED PACU WHOLE ROUND

- Scientific name: Colossoma Brachypomum
- 80% Net Weight, 20% Glazing
- Size (gr/pc): 300-500; 500-800; 800 up
- Packing: IQF, Bulk, 10kg master carton



## FROZEN TILAPIA FILLET

- Scientific name: Oreochromis niloticus
- Skinless, Boneless, No Treatment, No CO treated
- 80% Net Weight, 20% Glazing
- Size (gr/pc): 140-170; 170-200
- Packing: IQF, Bulk bag 5kg/ carton

# GOOD ITEMS FOR SALES



## FROZEN RAW VANNAMEI PDTO

- Scientific name: Litopenaeus vannamei
- Pin-Deveined, Tail ON, STPP as EU's Standard
- 70% Net Weight, 30% Glazing
- Frozen count, frozen weight
- Size (pc/lb): 16/20, 21/25, 26/30
- Packing: 1QF, 1 kg/bag, 10 bag/carton



## FROZEN COOKED VANNAMEI PD

- Scientific name: Litopenaeus Vannamei
- Headless, Shell-less, Peeled, Tail Off, STPP Treated as EU's standard
- 75% Net Weight, 25% Glazing
- Frozen count, frozen weight
- Size (pc/lb): 16/20, 21/25, 26/30
- Packing: IQF, 1kg plain bag x 10kg/carton



## FROZEN SCALLOP MEAT (ROE OFF)

- Without shell, STPP treated
- 70% net weight, 30% glazing
- Size (pcs/lb): 10-20, 20-30, 30-40
- Packing: IQF, 1kg/ Pe bag with rider, 10xcarton





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# THANKS FOR READING!



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